Key Contacts

Show Suppliers

Showcase Rentals
Atlantic Rentals
Phone: 732.922.8958
Fax: 732.922.8951
atlanticshowcase@aol.com

Electric
Showtime on The Piers
Phone: 212.977.7414
Fax: 212.463.7099

Decorator
Showtime on The Piers
Phone: 212.977.7414
Fax: 212.977.8826

Internet
Transbeam
Phone: 212.
Fax: 212.937.3730
events@transbeam.com

Safes
The Safe Man
Phone: 800.320.2589
Fax: 908.213.3022
thesafemanllc@aol.com

Hotel Reservations
onPeak
Phone: 800.221.3531
onPeak is the official hotel provider for the Pier Antique Shows. Please do not accept solicitations from any other housing company alleging to represent the show.

Armored Services
Please order the pick up of your merchandise directly with your contracted armored service provider. All companies deliver merchandise to the show. Contact them directly for dates and times.

Brinks
(800) 232-3149

Dunbar
(800) 554-7363

Malca-Amit
(212) 840-8330 ext. 514

Ferrari
(516) 239-6141

Show Staff

Katrina Canady
Director of Sales
239.494.5414
Katrina.Canady@usantiqueshows.com

Ekita Shaw
Operations Manager
770.291.5506
Ekita.Shaw@emeraldexpo.com

Mary Bender
Director of Marketing
239.494.5417
Mary.Bender@usantiqueshows.com

Beth Cece
Sales Manager
239.494.5413
Beth.Cece@usantiqueshows.com

Wendy Martinez
Operations Coordinator
239.330.3836
Wendy.Martinez@usantiqueshows.com

Mary Curtis
Public Relations Manager
239.330.3832
Mary.Curtis@usantiqueshows.com

Dan Darby
General Manager / Vice President
239.732.6652
Dan.Darby@usantiqueshows.com

Ulle Cabral
Registration/Badge Coordinator
239.494.5408
Ulle.Cabral@usantiqueshows.com

PIER ANTIQUE SHOW
NEW YORK, NY

2015 Exhibitor Service Manual

Category Listing

Form Deadline: October 2, 2015

Company: _____ Booth: _____

Business Phone: _____ Fax: _____

Contact Name:_____ Email:_____

In order to maximize your exposure to the online community, we will provide an exhibitor search feature that will allow potential buyers to search for exhibitors based on the categories of merchandise. The results will feature your company name and contact information. You are welcome to participate in this complimentary service. Please clearly mark all categories that apply.

Antiques

- ☐ Books
- ☐ Bottles, Boxes, Dresser Jars & Compacts
- ☐ Bronzes
- ☐ Candelabras
- ☐ Canes & Walking Sticks
- ☐ Clocks & Time Pieces
- ☐ Coins
- ☐ Desk Items & Accessories
- ☐ Enameled Miniatures
- ☐ Ephemera
- ☐ Eyewear
- ☐ Faberge
- ☐ Frames
- ☐ Furniture
- ☐ Garden Decor
- ☐ Glass, Art Glass
- ☐ Glass, Cut Glass
- ☐ Glass, Enameled & Engraved
- ☐ Hammered Aluminum
- ☐ Handbags
- ☐ Lamps & Lighting
- ☐ Majolica
- ☐ Meissen
- ☐ Memorabilia
- ☐ Objects of Virtue
- ☐ Oyster Plates & Quimper
- ☐ Packing & Shipping
- ☐ Paintings & Art
- ☐ Pewter
- ☐ Photos
- ☐ Porcelain & China
- ☐ Posters
- ☐ Pottery & Ceramics
- ☐ Sculpture
- ☐ Silver
- ☐ Stainless Steel
- ☐ Textiles
- ☐ Tobacco-Related
- ☐ Vintage Clothing
- ☐ Vintage Furniture
- ☐ Weaponry

Jewelry

- ☐ 1950s
- ☐ 1960s – 1970s
- ☐ Antique Filigree Mountings
- ☐ Artesian & Studio
- ☐ Brooches
- ☐ Cameos & Intaglios
- ☐ Coin Jewelry
- ☐ Coral
- ☐ Costume
- ☐ Engagement Rings
- ☐ Gemstones
- ☐ Jade
- ☐ Pearls
- ☐ Retro
- ☐ Signed Pieces
- ☐ Silver

Periods / Origins

- ☐ 16th Century
- ☐ 17th Century
- ☐ 18th Century
- ☐ 19th Century
- ☐ 20th Century
- ☐ Americana
- ☐ Ancient
- ☐ Antiquities
- ☐ Art Deco
- ☐ Art Nouveau
- ☐ Asian / Oriental
- ☐ Danish/Scandinavian
- ☐ Edwardian
- ☐ European
- ☐ Folk Art
- ☐ French
- ☐ Georgian
- ☐ Italian
- ☐ Modernism
- ☐ Russian
- ☐ Tribal
- ☐ Victorian
- ☐ Vintage

PIER ANTIQUE SHOW
NEW YORK, NY

Directory Listing Options

Form Deadline: October 2, 2015

Each booth package includes a Standard Listing in the Show Directory, Online Exhibitor Search and Category Search. Listing includes company name (as it appears on your invoice), contact name and booth number.

If an exhibitor wants to be listed with an alternate company name, additional listings can be purchased for $25 each.

An upgraded directory listing includes mailing address, phone/fax numbers, email and website information. Upgraded listings can be purchased for $100 or are complimentary with the purchase of a show directory ad.

SAMPLE STANDARD LISTING

Company	Contact	Booth No.
ABC Jewelers	John Doe	1234

SAMPLE ADDITIONAL LISTING

Company	Contact	Booth No.
Jewelers, ABC	John Doe	1234

SAMPLE UPGRADED LISTING

Company	Contact	Booth No.
ABC Jewelers	John Doe	1234

123 Main St. I Naples, FL 34112
Phone: 555.256.1234 I Fax: 555.256.3456
JDoe@abc.com I www.abc.com
Diamonds, Watches, Jewelry, Necklaces, Bracelets

Upgraded Directory Listing

- ○ I purchased a print ad and wish to receive a FREE upgraded directory listing.
- ○ I did not purchase a print ad, but wish to purchase an upgraded directory listing for $100.

Company:_____ Contact Name_____ Booth No._____

Address:_____

City:_____ State:_____ Zip:_____ Country:_____

Phone:_____ Fax:_____

Email:_____ Website:_____

Description:_____

Additional Directory Listing

- ○ I wish to purchase an additional directory listing(s) for $25 each.

Company:_____ Contact Name_____ Booth No._____

Additional Company Name (1):_____

Additional Company Name (2):_____

Additional Company Name (3):_____

PIER ANTIQUE SHOW
NEW YORK, NY

2015 Exhibitor Service Manual

Advertising Opportunities

Contract Deadline.....September 25, 2015
Ad Material Deadline ..... October 2, 2015

Show Directory Advertising: Draw traffic from thousands of attendees and exhibitors to your booth with directory advertising! Your booth will be highlighted on the show directory floor plan and you will receive a FREE upgraded program listing in the exhibitor search, with merchandise description capabilities. The directory will also be available on the show website all year with a link to your website, as well as featured on Facebook and Pinterest pages.

Online Advertising: With an average of 10,500 page views per month leading up to, during and following the show, an ad on the show's website will give you the ROI you're looking for. Ad rates start at just $100. Accepted file formats: JPG, GIF, PNG and AI.

Company: _____ Booth: _____

Business Phone: _____ Fax: _____

Contact Name:_____ Email:_____

Special Advertising Packages (Check desired option)

Take advantage of bulk pricing to get the most from your marketing investment! Select the package that best fits your marketing goals:

- ◯ **Platinum Package ($500 savings).....$ 3,000**
  2-Page Ad, Upgraded Directory Listing, Web Ad/Logo 180x150 Home Page, Web Ad/Logo 180x150 Dealer Search Page, Inclusion in all attendee emails
- ◯ **Gold Package ($350 savings).....$ 1,550**
  Full Page Ad, Upgraded Directory Listing, Web Ad/Logo 180x150 Home Page, Web Ad/Logo 180x150 Dealer Search Page
- ◯ **Silver Package ($300 savings) .....$ 600**
  Half Page Ad, Upgraded Directory Listing, Web Ad/Logo 180x150 Dealer Search Page

"Many thanks U.S. Antique Shows. YOUR print ads always generate the highest quality responses. Amazing, especially in this 'cyber world!'"
Leon & Andrea Remonko, G.M.C.

"We will always be advertisers in the US Antique Shows directory. It definitely brings added awareness of our company to the public attending the show. It has been a very useful sales tool for our company."
Paul Lubetsky, Windsor Jewelers Inc.

Show Directory Advertising Sizes & Rates (Check desired option)

- ◯ Full Page Ad (6 1/2 x 9 1/2 bleed size) $1,400
  Keep all text 1/2" from margin
- ◯ Half Page Ad (5 1/4 x 4 1/8)..... $ 550
- ◯ Quarter Page Ad (2 1/8 x 4 1/8 or 5 1/4 x 1 7/8) ..... $ 350
- ◯ Outside Back Cover (Full Page) $2,200
- ◯ Inside Front Cover (Full Page).....$1,900
- ◯ Inside Back Cover (Full Page).....$1,900

Online Ad Rates (Check desired option)

- ◯ Web Ad/Logo 180x150 Home Page (5 sec rotation).....$ 200
- ◯ Web Ad/Logo 180x150 Exhibitor Search Page (5 sec rotation) ..$100
- ◯ Web Ad/Logo 180x150 Both Locations (5 sec rotation).....$250

Ad Material Submission (Check Appropriate Option)

- ◯ Repeat ad from previous U.S. Antique Show: _____
- ◯ I will send new images to update ad from previous U.S. Antique Show:_____
- ◯ I will send a new ad

Accepted file formats: PDF, JPG, TIF AND EPS.

Files created in the following are also accepted: Illustrator/Photoshop/In-Design CS6 or lower or Quark version 9.0 or lower. Please include all graphics used in advertisement and create fonts as outlines when possible. Use rich black when selecting black as your background. Try to limit your reserve type point size to 7 points or higher. Keep your fonts in vector format when possible for the best output. All Images should be saved to size at 300 dpi.

Send a composite output for any digital files to Rowena Burcham at rowena.burcham@usantiqueshows.com. Upload large files to https://dropbox.hightail.com/USAntiqueShows.

By completeing this form you acknowledge the advertising space will be reserved for your benefit and you will comply with all necessary submission requirements, failure to comply will result in full charges for advertising space reserved.

To submit your order, please complete this advertising contract and submit to Beth Cece at beth.cece@usantiqueshows.com or fax to (239) 352-6005. If you have questions, please call (239) 494-5413.

Additional Marketing Opportunities

Order Deadline: October 2, 2015

The Pier Antique Show is promoted with a substantial multi-month, multi-market, cross-platform marketing campaign including major jewelry, watch and antiques publication advertising, newspaper advertising, radio, direct mail, email marketing, social media, and personal visits and phone calls to select NYC associations, museums and upscale hotels.

In addition, take advantage of the following marketing opportunities to create your own targeted campaigns:

Company: _____ Booth: _____

Show Post Cards

Order show post cards to send to your client lists. Can be ordered in increments of 50.

Number of Post Cards Requested: _____ (available in increments of 50)

Shipping Address: _____

City: _____ State: _____ Zip: _____ Country: _____

Additional Guest Passes

Additional Guest Passes and Discount Tickets can be ordered in either electronic or print formats. Billing will only be applied to those that are redeemed at the show. Select the options desired:

◯ PRINTED GUEST PASSES

Receive printed guest passes with exhibitor name and booth number printed on them. Mailed in increments of 50.

Exhibitor will be billed $5 for each pass redeemed at the show.

Quantity of Guest Passes: _____

Shipping Address: _____

_____

City: _____

State :_____ Zip: _____

Country: _____

◯ ONLINE GUEST PASSES

Receive an electronic code via email that may be distributed to clients via email or printed advertising. Clients will redeem code online.

Exhibitor will be billed $5 for each pass scanned at the show.

Quantity of Guest Passes: _____

Email address to receive code:

_____

Maximum # each client can use: _____

USAS USE ONLY:

CODE:_____

◯ ONLINE DISCOUNTED TICKETS

Receive an electronic code via email that may be distributed to clients via email or direct mail. Clients will redeem code online.

Clients pay just $5 for each ticket, offering them a $5 discount courtesy of your company.

Quantity of Discount Tickets: _____

Email address to receive code:

_____

Maximum # each client can use: _____

USAS USE ONLY:

CODE:_____

Call for Images

Trade and local publications request information and images of what attendees can expect to find at the show. Send us high resolution images of your merchandise with descriptions. Images sent will be considered for use in show design materials, social media and attendee email marketing. Photo credits are always given and there is no cost for these opportunities. Images may be emailed to Mary Curtis at Mary.Curtis@USAntiqueshows.com or you may send the files via our Hightail account for larger files to https://dropbox.hightail.com/USAntiqueShows.

USAS Use Only:

Date Received: _____ Date Mailed: _____ Comments: _____

Exhibitor Badge Form

Form Deadline: September 25, 2015

Exhibitor Badge Form is required regardless of previous participation in a U.S. Antique Shows event. Badges will not be processed without receipt of this form.

Badges will be mailed to U.S. companies' mailing address on file the week of October 26, 2015. A $20 fee will be charged for any badge reprinted at the show.

Exhibitors are limited to three exhibitor badges per booth. If Exhibitor is sharing a booth, the share company will be required to submit a separate "Share Badge Form."

Company _____ Booth # _____

Exhibitor Name(s):

1. First Name _____ Last Name_____

2. First Name _____ Last Name_____

3. First Name _____ Last Name_____

Photo Requirements

Photos are required for any new exhibitor or if the photo on file is older than 5 years.

Send photo via email to Photos@usantiqueshows.com in .jpg format or mail passport size photo to the address at the bottom of this form. Please note, faxed or photocopied photographs are not accepted.

Naming format for photo file: last name, first name (ex. Smith, John.jpg). Please note in email the show name, company name, booth # and name of photo attached. If mailing photo, include the show, company, booth # and name on the back of the photo and attach to this form.

Form Submission

Please email, fax or mail completed form, along with any necessary photo(s), to our office in order to process your badges.

U.S. Antique Shows
10130 Market Street, Suite 9
Naples, FL 34112

Fax: 239.236.0372
Email: Photos@usantiqueshows.com

Insurance & Tax Information

Deadline: September 15, 2015

Insurance Requirements

The Pier Antique Show does not provide any type of insurance coverage for the property and/or personnel of exhibiting companies. Exhibitors must maintain insurance that meets the requirements below and provide proof to the Pier Antique Show prior to the show.

Documents should be submitted to Ekita Shaw at Ekita.Shaw@EmeraldExpo.com or fax to 239-352-6005. The company name on the document must reflect the name of the insured exhibiting company.

In the event of damage or loss of property, or an accident or injury, it is your responsibility to contact your insurance broker or carrier immediately.

INSURANCE REQUIREMENTS

As stated in the Exhibitor Space Contract, an exhibitor shall, at their own expense, secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of the exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with exhibitor's obligations under this paragraph.

- **Workers' Compensation insurance**, unless you are the sole proprietor. Sole proprietor is a business entity that is owned and run by one individual. If you have even one other person in the booth working with you, you will need workers compensation coverage.
- **Comprehensive General Liability insurance** with limits not less than $1,000,000 each occurrence, $2,000,000 aggregate, combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable);
- **Automobile Liability insurance** with limits not less than $500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators. Auto coverage is only required if there is a vehicle in your booth or if you are using a designated loading/unloading area i.e. POV area.

Comprehensive general liability and automobile liability insurance policies shall name as additional insured Emerald Expositions and each of its subsidiaries. If requested, copies of additional insured endorsements, primary coverage endorsements and complete copies of policies satisfactory to Emerald Expositions, shall be furnished to Emerald Expositions sixty (60) days before the first day of the Event. Certified copies of the Certificates of Insurance or policies shall provide that they may not be cancelled without 30 days advance written notice to: U.S. Antique Shows at 10130 Market Street, Suite 9, Naples, FL 34112.

The following information MUST be contained on the certificate:

- **Producer** - Name, address and phone number of insurance carrier
- **Insured** - Company Name, Address, Phone number and Booth Number of Company Insured
- **Coverage** - Coverage must be provided for Comprehensive General Liability, Automotive Liability (if applicable), and Workmen's Compensation, complete with policy numbers, effective dates of coverage and limits of coverage.
- **Description of Special Items** - Emerald Expositions, the Pier Antique Show, MMPI Piers LLC, and Merchandise Mart Properties, Inc. must be listed as additional insured for the dates November 14-15, 2015.
- **Certificate Holder** - Information should be listed as Emerald Expositions, the Pier Antique Show, 10130 Market Street Ste. 9, Naples, FL 34112. Fax: 239-352-6005

PROPERTY INSURANCE

To further protect your merchandies, exhibitors are encouraged to secure Property Insurance. Contact your insurance broker or carrier to obtain a policy to cover the value of your booth, equipment, product and supplies. If you already have property insurance, confirm that it will extend to your property during shipping and at the show. Many insurance policies only cover property at a listed location or within 1000 feet of that location. If you use an independent contractor for installation or dismantling, review the agreement carefully to determine what insurance may be available if damage occurs as a result of their negligence.

For more information email Ekita.Shaw@EmeraldExpo.com

Tax Information

All exhibitors at the Pier Antique Show, November 14-15, 2015, must be registered with the New York Sales Tax department.

- The application to register, Form DTF-17, is included in this packet and is also available at their website www.tax.ny.gov.
- If you only exhibit at the Pier Antique Show list yourself as a "temporary vendor" (Line 15 on the DTF-17 form).
- It can take up to 20 days to get confirmation of registration, so file promptly.
- The tax rate for New York is .08875.
- The tax department will NOT be at the show to pass out forms.

PIER ANTIQUE SHOW
NEW YORK, NY

Paper Wall Covering Options

Order Deadline: November 2, 2015

Paper to cover walls or pegboards must be fire retardant. Exhibitors must order sufficient paper to cover the backs of the walls/pegboards if they face an aisle or neighboring booth. Hard walled booths, ordered through U.S. Antique Shows, are papered in white. Colored paper is available for a fee of $75 per 9'x36' roll. Exhibitors are permitted to hang paper or pay $90 for professional installation.

Color Options (Please Choose One):

Cream

Sand

Forsythia

Carnation

Red

Russet

Thistle

Magic Blue

Midnight Blue

Deep Green

White

Grey

Cadet

Aluminum

Charcoal

Black

$75 Per 9'x36' Roll

Number of Rolls:_____ Color Choice:_____

◯ Enclosed is my payment for $75 per roll of paper I will hang myself

◯ Enclosed is my payment for $75 per roll of paper plus $90 for the professional installation

PIER ANTIQUE SHOW
NEW YORK, NY

2015 Exhibitor Service Manual

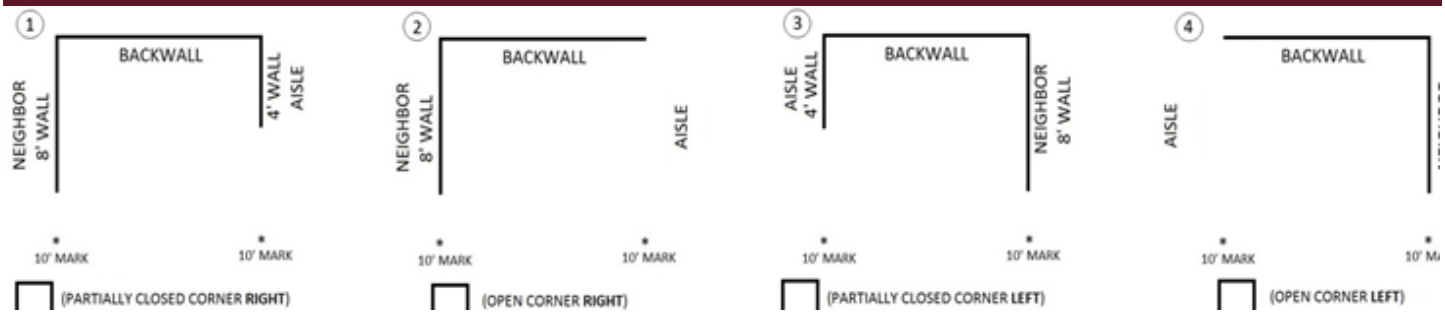
Hard Wall Options

Order Deadline: November 2, 2015

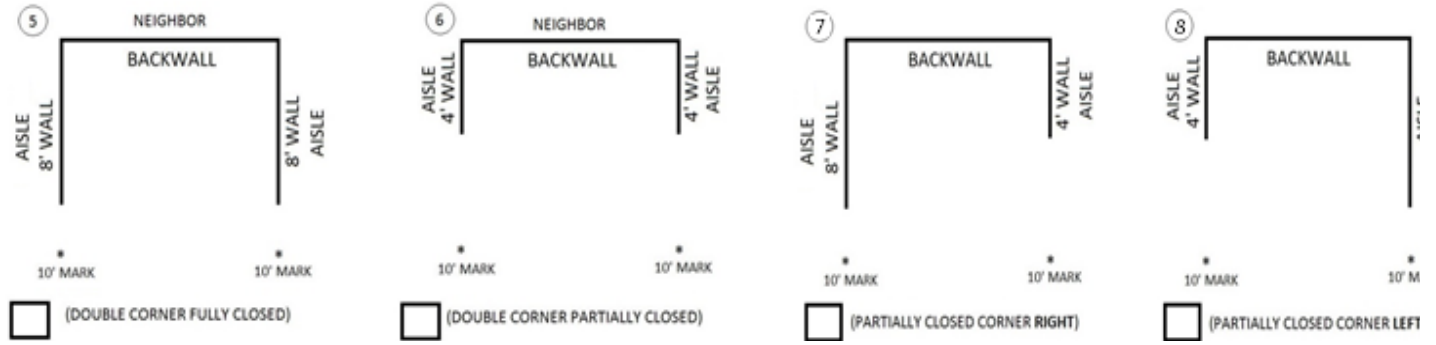
Booth No. _____ **Company Name:** _____

Indicate desired booth configuration based upon contracted booth space.

SINGLE CORNER BOOTH OPTIONS (CHECK ONE BOX)



DOUBLE CORNER BOOTH OPTIONS (CHECK ONE BOX)



Return form to Ekita.Shaw@Emeraldexpo.com or via fax 239.352.6005.

FORM DEADLINE: November 2, 2015. After November 2, hardwall booths will be set automatically with 8 ft. return walls installed on both sides of booth. The removal of any walls on show site will be subject to labor charges.

Please note, hard-walled booths are 9 ft high and are covered in white, fire retardant paper at no charge. Optional colored paper may be ordered from the Hardwall Booth Paper Order Form.

AUTHORIZED HARDWALL USE: The use of hardwalls within an exhibitor's booth space is authorized for the exhibitor's interior space only. Any exceptions must be approved by Show Management prior to move-in.

Any exhibitor found utilizing the exterior side of a hardwall ordered for an adjacent booth will be required to remove their merchandise or will be charged the difference between a standard booth and a hardwall booth of the same square footage.

Ordered Hardwall Interior Use Allowed	**Hardwall Exterior Use NOT Allowed**	Ordered Hardwall Interior Use Allowed
Hardwall Exterior Use NOT Allowed	Ordered Hardwall Interior Use Allowed	Ordered Hardwall Interior Use Allowed

Name (Please Print):_____ **Authorized Signature:**_____ **Date:**_____

10130 Market St., Suite 9, Naples, FL 34112 P: 239.732.6642 F: 239.790.5713 Forms@USAntiqueShows.com